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the selection period of a display frame is divided, and column electrodes are driven with a voltage pattern by reducing a number of changes of voltage levels in each of the divided selection periods.

8. (Twice Amended) In a driving method for a display device having display elements in a matrix form and producing voltage levels for effecting gradation display, the method comprising:

setting a time of at least one frame period to be different from that of another frame period, in a plurality of continuous display frames;

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dividing the selection period of at least one frame in the plurality of display frames into divided selection periods; and

providing on-data and off-data in the selection period of the non-divided frame period and the divided selection periods to produce a plurality of voltage levels;

wherein the plurality of voltage levels are used for a display except for the voltage levels in the vicinity of highest and lowest voltage levels, and

wherein column electrodes are driven with the voltage patterns by reducing a number of changes of the voltage levels in each of the divided selection periods.

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16. (Twice Amended) In a driving device for a liquid crystal display device for selecting simultaneously a plurality of lines of row electrodes in a liquid crystal display device comprising a plurality of row electrodes and a plurality of column electrodes, and applying predetermined voltages to the selected row electrodes during a selection period, the driving device comprising a driving means for driving column electrodes according to a predetermined voltage pattern in each period formed by dividing a selection period of a display frame so that the divided selection periods have a different time ratio,

wherein the selection period of a display frame is divided, and column electrodes are driven with a voltage pattern by reducing a number of changes of voltage levels in each of the divided selection periods.

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17. (Twice Amended) In a driving device for a liquid crystal display device for selecting simultaneously a plurality of lines of row electrodes in a liquid crystal display device comprising a plurality of row electrodes and a plurality of column electrodes and applying predetermined voltages to the selected row electrodes during a selection period, the driving device including a driving means, the driving device further comprises:

a timing control means which forms a combination of at least one of two continuous display frames in which time ratio of a display frame period to the other is within 50 – 90%, and supplies a timing signal to column drivers for driving column electrodes, so that a selection period of at least one of the two continuous display frames is divided into two portions to produce an n (n: an integer of at least 3) number of divided periods,

a gradation processing means for producing n-bit gradation data based on inputted image data to write the n-bit gradation data in frame memories, and

a column data producing means for producing column data by reading sequentially the n-bit gradation data which are stored in the frame memories in the respective divided periods and supplying the produced data to the column drivers,

wherein the column data processing means converts the data into a form to reduce a number of changes of voltage levels in each of the divided selection periods.

21. (Amended) In a driving method for a liquid crystal display device, the method comprising:

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selecting simultaneously a plurality of lines of row electrodes in a liquid crystal display device comprising a plurality of row electrodes and a plurality of column electrodes; and